



Each weekday morning begins at 5am with Brad King, St. Joe news with John P Tretbar and weather every 7 minutes. KSJQ runs a 92 second newscast 6 times each weekday from 6am to 9am. An additional two 92 second newscasts are aired in the afternoon drive: one at 4pm and one at 5pm. In addition, weather updates are aired twice an hour every day.

KSJQ takes pride in providing life saving information in the event of severe weather.

- If there is a thunderstorm watch for the 3 primary counties or 8 outlying counties covered by KSJQ, an update occurs a minimum of every 30 minutes until the warning is expired.
- If there is a thunderstorm warning for the 8 outlying counties, KSJQ announces it immediately and provides updates a minimum of every 30 minutes until expired.
- If there is a thunderstorm warning for the 3 primary counties, KSJQ announces it immediately and provides updates every 10 minutes until the warning is expired.
- If there is a tornado watch for the 3 primary counties or 8 outlying counties, an update occurs a minimum of every 30 minutes until the warning is expired.
- If there is a tornado warning for the 8 outlying counties, KSJQ announces it immediately and provides an update a minimum of every 10 minutes until the warning is expired.
- If there is a tornado warning for the 3 primary counties, KSJQ announces it immediately and provides continuous coverage with latest information and safety announcements until the warning is expired.

KSJQ knows how school closings and delays can affect everyone. Whenever a school is affected by winter weather, KSJQ provides the information a minimum of every 10 minutes from the time the information is received from the Superintendent to the beginning of the school day. In addition, the information is immediately updated and easy to access on QCountry927.com.

KSJQ airs a weekly feature "Here's what's happening in your Qmmunity". This 60-second segment highlights upcoming events in the community. In addition, KSJQ provides a listing of community events online at QCountry927.com.

Beginning in September of 2007, 15 bomb threats were made against schools in the listening area. KSJQ covered every bomb threat to provide information for parents on where to pick up their children and to keep the community informed about the situation. KSJQ was there to assure parents their children were safe. With 15 bomb threats in just three short months came frustration from parents, taxpayers and school officials; KSJQ provided over 15 hours of

coverage on these events including close contact with the superintendent of the schools, parents and police departments.

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The largest ice storm to hit Northwest Missouri in over 40 years devastated the entire community in December, closing schools for over a week and leaving 90% of the listening area without power. KSJQ was no exception to the rule. During the three days KSJQ was off the air, the entire on-air staff answered every single phone call into the studio and the business office to provide helpful information. Once KSJQ had power restored, much of the community was still without. KSJQ provided continuous coverage of the ice storm, including information on where to gather firewood and purchase generators. KSJQ also provided a platform for Aquila, the community's power company, to speak to the public about the progress of restoring power. The station worked closely with city emergency personnel to provide information regarding road conditions, hazards, debris removal and cleanup. KSJQ spoke continuously with the Director of the American Red Cross on where to find shelters and warm food. After the ice storm ended and the power was restored back to the community, KSJQ conducted an on-line forum to "thank someone". Online at QCountry927.com the community was encouraged to email who they wanted to thank for their service during the ice storm. KSJQ provided 101 public service announcements and received hundreds of thank you letters that were sent to the people and businesses that helped get the community back on track including the power company, shelters and the Missouri Air National Guard.

That same month, KSJQ planned to provide an annual Radio-A-Thon for the AFL-CIO, a local organization that supports the community with the Adopt-A-Family Program. Thousands of families in the community applied to the AFL-CIO for assistance with clothing, food and Christmas gifts during the holiday season. Due to the ice storm, KSJQ was forced to cancel the Radio-A-Thon for December 2007. Once power was restored to the majority of the community, KSJQ provided over 210 public service announcements to encourage listeners to Adopt-A-Family for the holiday season; 696 families were adopted.

In the spring of 2007, the entire town of Greensburg, KS was eliminated due to a devastating tornado. KSJQ participated in a company wide radio-a-thon, providing 70 public services announcements to encourage listeners to donate to the disaster relief fund raising over \$34,000.

Every Saturday at 5:50am, KSJQ produces and airs a 3-minute program called "Perspectives" which looks at issues affecting the community such as health care, education, economic development, government, politics, quality of life, service in the community and law enforcement. Often state officials and leaders in the community, such as Northwest Missouri Congressman Sam Graves, St. Joseph City Manager Vince Capell and school superintendents, are a part of this program.

KSJQ is a major supporter of our troops and in 2007, KSJQ implemented the "Letters from Home" campaign. This campaign encourages the community to send KSJQ Christmas cards

with calling cards to send to Missouri troops who would not be with their families over the holidays. KSJQ dedicated 259 recorded promotional announcements to this campaign and sent 1,198 letters to Missouri troops stationed away from home for the holidays.

KSJQ supported two major campaigns in 2007 for America's Second Harvest of Greater St. Joseph in its endeavors to end hunger in St. Joe. In February KSJQ provided public service announcements for their "Truckloads of Hope Campaign" to help raise funds to support the transportation of food. KSJQ provided 88 recorded public service announcements for this campaign and raised \$160,000. In September, KSJQ provided public service announcements for "National Hunger Awareness Month" which encouraged the community to support ending hunger in St. Joseph by dropping off monetary donations at various locations. KSJQ provided 88 recorded public service announcements for this campaign and raised \$18,821.

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To help kick off the 2007 school year KSJQ, along with the St. Joseph Police Department and the Missouri Department of Transportation, conducted seat belt checks at the 5 public schools in St. Joseph. Each day we attended a different school during the morning when students, parents and teachers arrived. We stopped every driver and if everyone in the car was wearing a seatbelt, they received a prize and the chance to win an Ipod. If seatbelts were not fastened, The St. Joseph Police Department would provide the driver and guests with information on the importance of safe driving and wearing seat belts.

January 22, 2008

Mr. Gary Exline
General Manager
Eagle Radio
P.O. Box 8550
St. Joseph, MO 64506-4921

Ivan Vancas
Operating Vice President
Missouri Electric



Aquila
Providing Energy
For Better Living.

Aquila Networks
10700 East 350 Highway
P.O. Box 11739
Kansas City, MO 64138-1872
Tel: 816-737-7519
Fax: 816-743-3519
ivan.vancas@aquila.com


Dear Gary:

Congratulations to you and the staff at Eagle Radio for the outstanding public service you provided residents of Northwest Missouri during the recent December ice storm. By suspending your regular programming in order to provide a constant flow of information about the storm and provide a forum for your listeners to share experiences and ask questions, you served as a "lifeline" to the community.

We, at Aquila, greatly appreciate the opportunity you gave us to communicate with our customers and to be able to answer their questions directly. We hope we were able to help customers better understand the restoration process and to respond to their concerns.

Again, we congratulate you on a job well done and thank you for the service you provided our customers in Northwest Missouri.

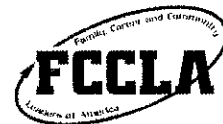
Sincerely,


Ivan Vancas

Q Country

We just wanted to say
Thank you for doing such
a great thing for our troops.
They have been over there so
long but yet not forgotten.

Sincerely,
Q Country
in school.



To Q-Country 92.7

We at West Nodaway R-I School District would like to thank you for the wonderful program Letters from Home. Our FCCLA and Family and Consumer Science classes would like to show our gratitude by sending Christmas cards to help your effort.

These cards were hand-made or computer generated by the 8th-12th grade students in FACS. Several other teachers donated cards they bought. We hope this helps and we tried to follow the directions on your website. This is such a great project. I discovered looking online for addresses to send cards to soldiers is impossible for safety reasons.

Thanks again from West Nodaway R-I School District's FCCLA and FACS program,
Ms. Aimee Utsinger
Advisor and Teacher (Marine's daughter, Airman's sister, and niece to Army and Air Force retiree's)



Event Name/Date(s): Polar Bear Plunge, February 10, 2007

Benefiting Group: Special Olympics NWMO

The Station is: Support Sponsor

Description: KSJQ presented the 2007 Polar Bear Plunge on the campus of our local university to help raise money for Special Olympics athletes. By raising the "bear minimum" of \$50, brave Polar Bears took the plunge for the fun of it and to win great prizes from local businesses.

On-air support prior to the event: 80 recorded promotional announcements.

On-air support during/after event: KSJQ provided live mentions leading up to the start of the Polar Bear Plunge to encourage last minute registration. KSJQ also provided an emcee for the event and sound system.

Online support: KSJQ provided promotion on the website along with online registration.

Total staff hours contributed: 5 staff hours

Event result: \$14,374 was raised during this event.

Event Name/Date(s): Special Olympics Duck Race, May 19, 2007

Benefiting Group: Special Olympics NWMO

The station is: Support Sponsor

Description: The 8th Annual Special Olympics Duck Race provided funding for Special Olympics athletes in NWMO to compete in sports programs. 5,000 rubber ducks were released into a public swimming pool and then raced to the finish line. The owners of the 10 lucky ducks to cross the finish line first, won prizes. At the last minute the pool where the duck race was scheduled to take place was under construction and it was up to KSJQ to spread the word that the duck race had been moved.

On-air support prior to the event: 73 recorded promotional announcements.

On-air support during/after event: KSJQ provided live mentions leading up to the start of the duck race to inform the community of the change of location and to encourage last minute registration. KSJQ also provided an emcee for the event and sound system.

Online support: KSJQ provided promotion on the website along with online registration.

Total staff hours contributed: 5 staff hours

Event result: \$32,897 was raised during this event.

Event Name/Date(s): Ride For Ryan, June 9, 2007

Benefiting Group: Local students in the construction field (Scholarships)

The station is: Support Sponsor

Description: Ryan Consolver grew up in St. Joseph and had a career in construction until August 11th, 2002 when he perished in a motorcycle accident. In his memory, a motorcycle ride in St. Joe raised money for scholarships to help students further their career in the construction field.

On-air support prior to the event: 252 recorded promotional announcements.

On-air support during/after event: KSJQ provided live mentions leading up to start of the ride on the day of the event, to encourage last minute registration.

but they do not have school supplies, not even one pencil. Many of the children were curious about the soldiers, and of course the soldiers were always willing to lend a hand—especially for kids. KSJQ came up with a way to help the soldiers win the trust of these children by providing school supplies. KSJQ immediately went into action and created “Operation Build A Nation” – a school supply drive that included a 9-hour “radio-a-thon”.

On-air support prior to the event: 491 recorded promotional announcements

On-air support during/after event: KSJQ was live on-location for 9 hours

Online support: KSJQ provided promotion on-line, a list of supplies needed, where to drop off donations and educational information about the program.

Total staff hours contributed: 30 staff hours

Event result: KSJQ listeners filled a 5-ton army truck with school supplies.

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Event Name/Date(s): Missouri Hog Rally, September 6-8, 2007

Benefiting Group: Area Businesses

The Station is: Support Sponsor

Description: Every year, 3,000 Harley Davidson Motorcycle Riders from Missouri choose a city to host the Missouri Hog Rally, this year it came back to St. Joseph, MO where it all started. KSJQ provided promotional announcements, safety tips and parade route information to inform the community of this important community event.

On-air support prior to the event: 136 recorded promotional announcements

On-air support during/after event: KSJQ was the “grand marshal” of the motorcycle parade through town and provided koozies to all of the riders.

Online support: KSJQ supported this event online by posting dates, location, parade routes and information on the annual HOG Rally.

Total staff hours contributed: 10 staff hours

Event result: Hotels were completely full with over 3,000 motorcycle riders, boosting the St. Joseph, MO economy and bringing awareness to our community.

Event Name/Date(s): Q Country Covergirl, September 15, 2007

Benefiting Group: Soles for Christ, a non-profit organization that provides shoes to underprivileged children in the St. Joseph community.

The Station is: Primary Organizer

Description: KSJQ created the Q Country Covergirl promotion during the 2007 Josephine Expo, an annual women’s expo. KSJQ provided promotional announcements encouraging women to be a “Covergirl”. KSJQ posted photos and bios of each contestant online and encouraged the public to vote. The top three from each category were invited to participate in a pageant during the expo. The overall winner won the opportunity to be on the cover of an upcoming issue of *Josephine*, a monthly St. Joseph women’s magazine.

On-air support prior to the event: 175 recorded promotional announcements

On-air support during/after event: KSJQ provided a judge for the event along with live mentions leading up to the event encouraging listeners to enjoy the event and support their “Covergirl”.

Online support: KSJQ implemented the entire online portion of this event including posting pictures and bios on the site as well as an avenue for voting.

Total staff hours contributed: 30 staff hours

Event result: \$1000 raised and KSJQ's website received 2,051 votes.

Event Name/Date(s): Donating with the Stars, September 26, 2007

Benefiting Group: Community Blood Center

The Station is: Support Sponsor

Description: St. Joseph's Community Blood Center's mission is to provide a safe and adequate supply of blood and blood components to meet the transfusion needs of patients in our community. KSJQ helped support one of the biggest blood drives of the year, "Media Day Blood Drive". In 2007 the theme was "Donating with the Stars" and KSJQ on-air personalities were the "stars" along with lifetime donors and recipients. From 10am to 7pm, a blood drive was held at our local shopping center and KSJQ was proud to be the leading sponsor.

On-air support prior to the event: 115 recorded promotional announcements

On-air support during/after event: KSJQ was on-site for the event and provided live promotional announcements for the entire day pushing people to the event and to donate.

Online support: KSJQ provided online promotion including event information, dates, times, location and information on what it means to be a donor.

Total staff hours contributed: 10 staff hours

Event result: 136 pints of blood, which saved 408 lives.

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Event Name/Date(s): Breast Cancer Awareness Month, October 19, 2007

Benefiting Group: Women

The Station is: Primary Organizer

Description: KSJQ wanted to provide information to help women make informed decisions, ways to stay healthy and prevent breast cancer. KSJQ teamed up with Heartland Health, the local hospital, and made an event that was very easy for women to participate in. We set up a "drive-through" where women would receive breakfast brought directly to their car along with important information on breast cancer prevention. In addition, they were given a card pointing them back to KSJQ's website where they could register for a free day of pampering from a local beauty salon and day spa.

On-air support prior to the event: 90 recorded promotional announcements

On-air support during/after event: We provided a sound system, van and talent at the event.

Online support: KSJQ provided promotion on-line, including location of event and educational material about breast cancer prevention. We also provided a "registration point" where participants could register to win a free day of pampering from a local beauty salon and day spa.

Total staff hours contributed: 5 Staff Hours

Event result: Over 300 women participated in the event.

Event Name/Date(s): United Way Dinner, October 25, 2007

Benefiting Group: United Way of St. Joseph

The Station is: Support Sponsor

Description: United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people's lives.

KSJQ was a proud sponsor of a special evening of dining at La Dolce Vita at 36th Restaurant. Those who dined in were waited on by celebrity servers while enjoying a fabulous Italian meal with 100% of the proceeds going to St. Joseph's United Way.

On-air support prior to the event: 122 recorded promotional announcements

On-air support during/after event: KSJQ provided live announcements the day of the event to remind those without reservations to still participate.

Online support: KSJQ provided online promotion including event information, date, time, location, information on United Way and how to donate.

Total staff hours contributed: 5 staff hours

Event result: \$14,000 was raised during this event.



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Together, we can save a life

DR 463-08 Missouri Ice Storms
Disaster Relief Operation Headquarters
401 North 12th Street
St. Joseph, MO 64501
816-232-8439

Dear Sir:

Before we complete our job of helping the victims of the recent Missouri-Kansas Ice Storms, we want to express the appreciation of all those connected with the Red Cross disaster relief operation for the help and support we have received from KSJQ.

Community understanding of the Red Cross has been essential to this successful disaster relief operation. It was especially important that those affected by the disaster were informed of resources to assist in their recovery. Your cooperation, and that of your staff, has helped significantly in achieving this outreach. You have made a great contribution not only to the Red Cross but to the community.

The Midland Empire Chapter of the Red Cross is located at 401 N. 12th Street in St. Joseph will continue to provide assistance to families who still need help or need to contact the Red Cross.

The Red Cross volunteers deployed on this disaster as well as the local Red Cross staff and volunteers want you to know how much all of us appreciated your help.

Sincerely,

From: **McLain, Paula** <PMCLAIN@nwmissouri.edu>
Date: Aug 10, 2007 9:45 AM
Subject: Concert
To: Teresa Watkins <teresa.hetz@eagleradio.net>

Teresa,

Thanks so very much for sponsoring the 2007 Kevin Sharp – Camp Quality Benefit Concert. I have heard many positive remarks, many stating this was the best concert yet. I appreciate all you did and especially your patience and tolerance through the planning of the event. Your continued support is greatly appreciated. As always you do an awesome job!!!

This event would not be successful without the continued support of Q-Country! I always enjoy working with you and value your input in the planning process and at the event. Thanks for being a Camp Quality supporter and all your efforts.

Sincerely, Paula McLain

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*... an arts festival celebrating St. Joseph's unique cultural heritage
... conducted annually on the third weekend in August*

August 23, 2007

Gary Exline
Eagle Radio
4104 Country Lane
St. Joseph, MO 64506

Dear Gary,

Trails West! 2007 was an outstanding success, due in no small part to the assistance you provided. Providing remote broadcasts and air time was extremely helpful, and provided a much needed service.

From: Melody Prawitz <prawitz@somo.org>
Date: Sept 14, 2007 9:17 AM
Subject: Thank You!
To: Teresa Watkins <teresa.hetz@eagleradio.net>

Teresa,

We raised \$32,897 for the Special Olympics Duck Race and \$14,374 at the Polar Bear Plunge. We chose Q-Country as our Area Media Sponsor of the year! Thanks for all you do for us, we could not do it without you. Mel

Montana



Montana Broadcasters Association

MONTANA

Hon. Deborah Tate
Federal Communications Commission
Washington, DC 20554

Dear Commissioner Tate,

"At that moment those two children were KCGM's most important listeners."

The aforementioned quote is from a story published last year in the Montana Journalism Review. (<http://www.umt.edu/journalism/mjr/MJR2007/pages/KCGM/kcgm1.htm>) It speaks more to localism than any FCC mandate or any community advisory board could ever do. The two children in question were stranded in a car when their father was forced to leave to seek help during a blizzard in far northeast Montana. He left them with the radio on and told them not to touch it; he would "contact" them as soon as he found help. After trudging through the snow the father finally reached a house with a phone and his first call was to KCGM. He explained the situation to the operator on duty and asked that they convey his message over the air to his kids that "Dad was all right and help was on the way." The station did that, but also ceased its regular programming and replaced it with children's stories and songs and comforting messages until the father called them back to report that those two kids were safe.

That, Madam Commissioner, is what localism is all about and what Montana broadcasters do every day. It may not be quite that dramatic, but in every community we have examples of similar services. Thank you for asking us to share some of them with you. I only wish that you had time to read similar examples for every station. I'd love to share with you the details of how all twelve Missoula commercial radio stations put aside all competitive differences and banded together to raise the funds needed to prevent the only local homeless shelter and soup kitchen in operation from closing its doors forever; or how the owners of a Havre station venture out weekly to tutor children on the Rocky Boys Indian Reservation, or how the local community of Wolf Point banded together when the owner of its radio stations died to take over their operation because the stations were so important to the community. We count among our members city council persons and state legislators, former Governors, little league coaches and PTA parents, the founder of a local Big Brothers and Sisters chapter, church Deacons and Humane Society trustees. For every market, there is a story. Unfortunately, and this is somewhat ironic, broadcasters tend to be pretty modest people. When I talk to them about their community service work and how important it is that they share these stories with me, and you, more often than not they merely shrug and say, "That's just what we do."

Please remember that the regulations, and their attendant costs, that you place upon New York and LA are also placed on Scoby and Wolf Point, Montana. Small and medium market stations that will be required to meet that paperwork, web and other obligations will, by necessity, have to give up something in return; staff and local programming are the most likely options. The power company and the phone company aren't likely to reduce their bills to cover costs mandated by more FCC rules and regulations.

I sincerely hope that you enjoy learning about these broadcasters and gain a new appreciation for the important work that they do.

Gregory MacDonald, President / CEO
Montana Broadcasters Association

KTVQ-TV, Billings

KTVQ-TV is located in Billings, county seat of Yellowstone County, the most populous in Montana. The station is owned by Evening Post of South Carolina and operates under its Cordillera (broadcast) brand.

Monty Wallis, a thirty-year-resident of Billings manages Q-2, as it is locally known. Monty is a reserve deputy with the Yellowstone County Sheriff's office. He is also active in Rotary, the advisory board of the local college, the Yellowstone Library and numerous other local organizations.

KTVQ annually gives four college scholarships, one to a graduate of each local High School. In addition each week the station awards one teacher in the district a \$250 stipend to be used to meet expenses not covered by the local school budget. Cathy McKenzie's fourth graders used their award to promote life-long health and fitness. Cindy Welch's sixth grade class used its stipend to conduct experiments on weightlessness and Newton's Law. Susan Daly's ninth graders began a "world of work" program where they now actually operate their own small business and use the proceeds to conduct even more experimental courses. Other teachers have used the award to develop units on medical research and bacteria and write and produce an all-school musical.

Q-2 conducts DUI workshops each spring for graduating seniors at each of the High Schools. They enlist the help of local emergency medical personnel, the ambulance service, the medivac helicopter, the hospitals and even the Coroner. The week before graduation each senior class is presented with a day-long full-blown major DUI "accident enactment." The station chose to undertake this project due to the number of serious and fatal accidents that routinely surround graduation nights in virtually every city and town. The station coordinates and funds the project. It also carries regular spots and programs aimed at underage drinkers and drivers as well as recidivist DUI offenders. It targets programs during the times of year that statistically show the highest incidents of such behavior. Last year the station produced a special program during the holiday season, a particularly heavy DUI time, documenting the entire arrest, booking and incarceration procedure.

For more than a decade KTVQ has sponsored "A Waiting Child." This program seeks to place the "difficult" orphans and court ward children in stable, loving homes. The children they work with are not the easily adopted healthy newborns. They are the adolescent and teen runaways with health or physical problems who have been abandoned by their families and society. Over the years more than 50% of the children featured on this regular program have been adopted into new families, an astounding record when dealing with such placements.

Just recently the station adopted the Retired Senior Volunteer Program or RSVP. Although long established, RSVP has been languishing in recent years for lack of publicity and understanding of its mission. KTVQ now regularly produces programming promoting RSVP with features on the various clients they have been able to help.

One of Q-2's more recent projects is a joint venture with the Yellowstone Library to promote life-long reading. Children and adults are both encouraged to participate.

Each week KTVQ honors a "local hero" nominated by viewers. At the end of the year the station holds a "Salute to Heroes" banquet where all honorees gather to be feted by the station, community leaders and special guests. Is this good for the station's business and image? Certainly. Is it good for the community? Absolutely. The two are not mutually exclusive.

Cherry Creek Radio, Helena

Cherry Creek Radio operates a six station cluster in Helena, the state's capitol. The group comprises 2 AMs and 4 FMs.

Dewey Bruce, a twenty-year-resident of Helena, manages the stations. Dewey is on the Executive Council of the Chamber of Commerce, the Executive Board of Rotary, a member of the Board of Directors of Helena Food Share, St. Peters Hospital Task Force, Carroll College Board and many other local boards. His staff members are on the boards of Duck's Unlimited, Exchange Club, the Humane Society, PTA and literally dozens of other local groups and boards.

The six stations in the cluster **all** carry local news, weather and sports. In addition each station conducts local community affairs programs daily. These are program length shows ranging from 30 minutes to 2 hours in length. The stations invite local city and county officials, community leaders, teachers, and the general public on as participants and the topics range from jail crowding to school funding to traffic congestion and local development. The stations also host a daily call-in program that is open to all callers to discuss all issues. Cherry Creek also carries Carroll College football and both men's and women's basketball; Capitol High School football; boy's and girl's basketball; American Legion baseball; and the Helena Brewers minor league baseball games.

Four years ago the stations started the Helena Education Fund which raises money for supplies and extra curricular activities in the local schools that are not funded by public financing. Part of that program is a regular year-around feature honoring students and teachers for their achievements.

General Manager Bruce, the station and its staff are also integrally involved with the "Farm in the Dell" project. This local program trains developmentally disabled residents in agriculture and retail projects. The year-around program operates a green house, farm stand and local gardens which supply produce to local restaurants and markets. The station raises funds for the program, staff members work as volunteers and mentors and trainers for other communities interested in starting similar programs. Recently they were involved in helping to establish a Farm in the Dell program in Kyrgystan, which has a state-nation partnership with Montana. Sadly many developmentally disabled in that former Soviet area were routinely "warehoused" in institutions. Now, through the good works of citizens of Helena and their local radio stations there is new hope. Need a community advisory board or a lot of official paperwork to file to accomplish this? No, just a lot of hard working, locally involved individuals with a community radio voice and miracles can happen.

The Cherry Creek stations stage and carry debates during every political season for state and local races. They sponsor the Big Brothers and Sisters Bowl for Kids' Sake, are a partner in the St. Jude's radio-thon and are one of the largest fund raisers for the local college.

Last week the station learned of a local resident suffering from cancer who has three small children. Sadly his insurance would not cover out-patient treatments which included his chemotherapy. In one weekend the station raised over \$20,000 to help defray the cost of those treatments. Don't want to hear about blood drives and fund raisers? Tell that to the family of Chuck Clingan that can now put food on the table while still paying medical bills in Helena, Montana. That is localism.

KDBM-AM / KBEV-FM, Dillon, Montana

KDBM-AM and KBEV-FM are located in Dillon, the County Seat of Beaverhead County, Montana, population 9,000.

The stations are owned and operated by JoAnn Juliano and John Schuyler. To say that JoAnn and John are synonymous with Dillon would be an understatement. These two champions of their community epitomize localism. They serve on the Chamber of Commerce where Jo Ann is past-president. They serve on the local college advisory board. They championed the building of the recently completed YMCA, construction of which was made possible when JoAnn and John personally brought in a consultant to conduct a feasibility study.

JoAnn and John are also tutors in the public schools, working with elementary students on English and Math skills. It was during one such session that JoAnn learned from a teacher that twenty-nine percent of the children in the school came from homes with incomes below the federal poverty level. She immediately began what have become two of the biggest “supply drives” in the county: the annual “School Supply” drive and the annual “Coats for Kids and Families” drive. Each year the stations work with retailers and listeners gathering school supplies for those in need. This includes everything from crayons and notebooks to Kleenex and calculators. What they do not get through donations, they personally buy and donate. The annual coat drive averages nearly 400 donated coats which the stations have cleaned and then distribute through the schools. The drive now also includes gloves and mittens, hats, boots and other winter apparel. Once again, if they do not have a needed size, JoAnn and John simply head off to the store and personally buy whatever is needed. Is it any wonder that the local bank recently put up a billboard in the middle of town honoring JoAnn and John as Citizens of the Year, the first ever such award?

Would a Community Advisory Board have been better able to recognize a fourth grader wearing slippers to school in the winter or a fifth grader without adequate school supplies? I think not. It is because these local broadcasters are part of the fabric of their local communities that they are able to step in on short notice and make a direct, positive impact on their community and its citizens.

The local programming on KDBM and KBEV includes, along with local news, weather and sports, a weekly High School Sports Round-Up; a weekly School Activities program which covers all of the other local activities including music, drama, and forensics; a weekly More than the Score program featuring club sports and activities that might otherwise fall through the cracks; a weekly 4H – FFA program; a weekly college round-up; a weekly community roundtable where local officials and the public are invited in to discuss local community issues. The stations also cover local High School football, boys and girls basketball, volleyball and Legion baseball. One recent weekend they had crews in Belgrade, Butte and Hamilton (an area the geographic size of most eastern states) covering three different classes of state tournaments. High School sports may not seem important to those living in major markets but, trust me, you could take every politician and community “official” off of every program in a rural area and never hear a peep. Take the high school sports off and you would have an uprising. Small Montana communities identify themselves by their local schools.

JoAnn and John are not merely the owners and operators of a couple of radio stations in Dillon, they are truly integral to the fabric of that community.

Nebraska



Nebraska Broadcasters Association

NEBRASKA

NEBRASKA LOCALISM EXAMPLES

Large Market

- KQKQ, Omaha. As many folks know, a horrible event occurred at Westroads Mall in Omaha. A gunman entered the Von Maur Department store, shot and killed 8 people and wounded others before taking his own life. This event shook our community to the core. The following two days after the event, the morning show on KQKQ fielded calls and emails from listeners sharing their thoughts and concerns about the Westroads tragedy and then on that Friday received an email containing this:

"I dreamt that everyone did go to Westroads to show their support. I saw thousands of people there. They were taping handmade paper snowflakes (remember, like you made in grade school?) up on glass walls and the railings around the escalator atrium in Von Maur. I heard a voice say 'these victims are like the snowflakes falling outside. They are unique and special individuals. Like us, and like all other snowflakes', their lives were fragile. But we WILL NOT let their memory melt away! Like the snow that blankets our town, let our love and support blanket their families, friends, Von Maur, Westroads, and our entire city."

Tammy P

The word of the snowflakes began to spread and phone calls and emails flooded into the KQKQ morning show from listeners planning on bringing their snowflakes to Westroads on Saturday morning.

Because of this, OPERATION SNOWFLAKE, a city-wide show of healing to honor the victims of the Von Maur shooting grew organically out of the KQKQ morning show. People from all over the city brought snowflakes and posted them all over the entrances to Von Maur. Literally tens of thousands of snowflakes were eventually posted at the location.

At the same time, NRG Media, owners of KQKQ and its sister stations, opened the Westroads Victims Assistance fund at several bank locations in Omaha and through a PayPal link on all station website. In the three months the fund was active before it was released to the United Way for disbursement, it collected over \$60,000.

What started as an email to the KQKQ morning show turned a snowflake into an avalanche of support for the victims of the shootings at Von Maur. In a matter of hours, an email was being forward to friends and family throughout the metro. This was the result of a simple email to the KQKQ morning show and the power of radio in Omaha to galvanize such an outpouring of support for the families of the victims of that horrible day.

- WOWT, Omaha. In addition to WOWT's involvement with innumerable community events, every six months, WOWT provides a different local non-profit

a free publicity package. This package included giving the organization a free tile on the homepage of their web channel, PSA production of a generic message providing community awareness to their programs and services; an appearance on their public affairs program, Heartland Focus and news story visibility tying in with the launch of the tile on the web channel.

- KBBX (Radio Lobo), Omaha. As the only 24 hour FM Hispanic station in Nebraska, let alone Omaha, the station takes its commitment and responsibility to the Hispanic community very seriously. They entertain, inform and educate the Hispanic community with daily programming their live Saturday morning "Community Connection" program, with topics and guests informing the Latino community on such matters as immigration, aids prevention, education, community workshops.

Every late November-early December, KBBX airs a 12-hour live radiothon from the Salvation Army and they encourage their listeners to "Adopt" a needy Latino family for Christmas. The Salvation Army supplies the station with hundreds of names of needy Latino families who've requested help for the Christmas season. Each needy family includes the number and ages of their children and a "WISH" list, which invariably includes "ropa"...clothing. And 9 cases out of 10, the parents never put down anything for themselves. Last December, Radio Lobo and their listeners "adopted" over 180 needy Omaha Latino families, buying, wrapping and delivering toys, clothing and food items so that they too, could finally have a Christmas to remember.

The station is also an active member in the South Omaha business Association (SOBA) and the Nebraska Hispanic Chamber of Commerce, having a station representative recently elected to serve a three-year term. The station has also received many honor including the Business of the Year award by the Barrientos Scholarship Foundation for it's active involvement and support of the greater Omaha Hispanic Community.

- KQCH, Omaha. This radio station holds it's annual Diaper Drive every December. They gather diapers for a local shelter that houses women and children. The drive lasted for four weeks, and last year over half a million diapers were collected.
- KEZO, Omaha. A big community project for Z-92, was the "92 Hours of Caring" for the Omaha Food Bank". For 92 broadcast hours, the station broadcast live from a local grocery store, collecting non-perishable food items and case. They collected 4 ½ TONS of food and \$5,000 in cash for those less fortunate.

Medium Market

- KLKN TV, Lincoln. "Oprah's Big Give:" The station is currently working with a local bank and ABC's Oprah's Big Give show, airing PSA's valued at over \$20,000 to ask viewers to donate money to the Lincoln Food Bank for the after school back-pack program. The program supplies food to needy families by filling backpacks on Fridays with food to feed the family over the weekend throughout the entire school year. The bank will match up to \$10,000 in donations to the program. The goal is to stock 150 backpacks by raising \$30,000. As of this writing, the station has raised over \$20,000 and with the

match from Oprah, they have reached their goal with five weeks left of the programs to air, so they are continuing with the program now to reach a new goal of \$40,000. These are all LOCAL programs that would not be able to get the support without the thousands of dollars in production and airtime the station donates as a concerned LOCAL television station.

- KUSO, Norfolk St. Jude Children's Research Hospital Radiothon. Each February, the radio station provides 32 hours of programming for the annual effort to raise money for this hospital, which is dedicated to the ambitious endeavor of wiping out catastrophic childhood diseases. Over \$800,000 has been raised over the last 8 years in Northeast Nebraska. Volunteers from area high schools, the fire department, the college and other community organizations answer phones taking donations live from the station conference room.

Small Market

- KTIC AM/FM, West Point. The stations raised money and awareness on March 4, 2008, for their "Student Launch Initiative", or "SLI." Six science students and their instructor built an actual rocket, which they launched in the area several times. They won a national award, and a trip to the Marshall Space Flight Center in Huntsville for April, 2008. On air guest included the six students, their instructor and the school superintendent. They explained how the rocket was built, how it works, and the altitude it could reach (800 feet!). NASA had cut travel funding for all the students in this competition, so the stations began a fund-raising effort to help raise money to allow the students to attend. At last check, they have already raised nearly \$8,000, the goal they need for these students may go on this trip.
- KNCY AMFM, Nebraska City-Auburn. The station was a major sponsor of the Otoe County Relay for Life held at the Nebraska city High School track in June, 2007. KNCY provided a team of walkers who raised around \$1,000 to benefit the American Cancer Society. More importantly, the station held a monthly interview with the local directors of the Relay throughout the year, also a four-week series of interviews and PSA's with local cancer survivors and provided announcers and music for the 12 hour event. In 2007, the Otoe County Relay for Life raised over \$85,000 for cancer research and helping cancer patients.
- KCSR, Chadron. A 2006 Wildfire threatened to burn down the city of Chadron as well as a second major fire that was burning in Sioux County at the same time. The station along with its website provided coverage of this historic major event for four days, twenty four hours a day. The staff spent all of that time at the station and out covering the event. They were in constant contact with the Nebraska National Forest the County Sheriff's office, the Governor's office and the American Red Cross. They updated residents on evacuations, the status of the fires and help get firefighters supplies, like water, bandanas and food. The pictures shown on the station's website helped convince residents that they really did need to evacuate their homes. Listeners also responded when asked for cash donations and other items needed for firefighters both in the city and county. Listeners also brought station personnel food and drinks because they knew the station staff was making such a concerted effort to provide coverage and information. After the fire, the KCSR staff produced a video with their audio and sold it to the public. Over one thousand DVD's were sold and all proceeds,

which totaled more than \$10,000, went to the Dawes/Sioux County Fire fund. This money went to help farmers and ranchers who lost fence, grass, and even animals to the fires. The station owner said, "if its local, we do it, not because the FCC says we have to but because its good for us and the communities we serve. By the way, our call letters, KCSR say it best: Community Service Radio.

Nevada



Nevada Broadcasters Association

NEVADA

alzheimer's association desert southwest chapter

6/29/07

Florence Rogers
President and General Manager
KNPR-FM
1289 S. Torrey Pines Drive
Las Vegas, Nevada 89146

Dear Flo,

Thank you for featuring the Alzheimer's Association Desert Southwest Chapter as the Community Connections Partner for the month of June. As we have listened to KNPR throughout the month, we know what an invaluable gift you have provided to the community by helping us to share information about Alzheimer's disease and the services we offer. It has been an honor and a privilege to have been selected as a Community Connections Partner by Wells Fargo and KNPR. I would also like to express our appreciation to Catherine Kim for recording and editing our segments. She made us all feel at ease and confident in an unfamiliar setting.

Please feel free to contact our office if we may be of assistance to members of your staff who are impacted by Alzheimer's disease. Again, our thanks and appreciation for extending our capacity to reach out to the community with a message of information and hope.

Sincerely,



Susan Hirsch
Regional Director
Southern Nevada Region

Desert Southwest Chapter, Southern Nevada Region
5190 S. Valley View Blvd., Suite 101
Las Vegas, Nevada 89118
702-248-2770
www.alzdsw.org

-----Original Message-----

From: phil@mail.knpr.org [mailto:phil@mail.knpr.org]**On Behalf Of** Michele Bonner

Sent: Friday, May 25, 2007 11:52 AM

To: son@knpr.org

Subject: Thanks for helping me maintain my sanity!

Dear Dave Burns & Team

This an email I've been meaning to write for several months...sorry for the delay!

My husband and I were stationed at Nellis AFB from December 2003 to June 2006. I found the Vegas area to be one of the worst places I ever lived...until I found NPR and specifically "State of Nevada" a few months into my stay. Your program gave me a sense of community that I found lacking. Your in-depth interviews and attention to all sides of an issue are really exceptional and helped me to see below the "seedy" layers of the area and realize that Vegas is a complicated city with a complicated history.

Thanks so much for helping me maintain my sanity during a tough time in my life! I'm now an avid NPR follower and I always tell folks that NPR was one of the best things that happened to me while I lived in Vegas.

Sincerely,
Michele Bonner

September 13, 2007
Tom Walther
PO Box 1158
Longmont, CO 80502

Elko Broadcasting Company
1800 Idaho Street
Elko, NV 89801

Dear Staff of Elko Broadcasting Company,

On behalf of the Board of Directors of the Ruby Mountain Chamber Music Festival I would like to extend our thanks for all you did in helping us promote the festival in August.

We are especially happy that this year we made a connection with mother with children and saw a large increase in the number of people, children in particular, who attended the open rehearsal. Audience evaluations from the open rehearsal expressed thanks and a desire for more opportunities, in Elko, for children to have experiences of the arts at the highest quality, in situations where children are actually welcome. The role of radio is so important in communicating these opportunities to the community when they occur. Thank you.

I want to extend particular thanks to Lori Gilbert and Roger Leper for "going the extra mile" in working with us in customizing and delivering our message.

We look forward to working with you in the future and thank you once again for your support of the arts in Elko and environs.

Sincerely,

Tom Walther
Publicity Chair, Ruby Mountain Chamber Music Festival

KE LK

Thank you so much
for taking a part in
Elko Special Olympics

Your support by coming
in for our events has always
been appreciated.

Special Olympics Elko
has seen the community
come together in support
for them, mostly to the
announcements of our events
by your radio

Thank you
Heidi Elko
Area Coordinator
Special Olympics Elko